

ORDER



WAVY

Orders
Order / Rev: 213618
Alt Order #: 06862050
Product Desc: 10/11-10/18 WOMEN SPEAK OUT PAC
Estimate: 268
Flight Dates: 10/11/12 - 10/18/12
Original Date / Rev: 10/10/12 / 10/10/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Design4 Marketing Communication
Buying Contact:
Billing Contact:
 106 North Collins Street
 Plant City, FL 33563

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Women Speak Out PAC
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN11261

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	61	\$156,400.00	\$132,940.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	61	\$156,400.00	\$132,940.00	0.00
Totals	61	\$156,400.00	\$132,940.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/11/12	10/12/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	---TF--	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$2,000.00		0.00			
E 2	WAVY	10/15/12	10/18/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MTWT---	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$2,000.00		0.00			
E 3	WAVY	10/11/12	10/12/12	Today Show M-F Today Show M-F	CM	7a-9a	---TF--	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$2,000.00		0.00			
E 4	WAVY	10/11/12	10/12/12	Today Show M-F Today Show M-F	CM	7a-9a	---TF--	1:00	2	\$4,000.00	P1	0.00	NM	2	\$8,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$4,000.00		0.00			
E 5	WAVY	10/15/12	10/18/12	Today Show M-F Today Show M-F	CM	7a-9a	MTWT---	1:00	4	\$4,000.00	P1	0.00	NM	4	\$16,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$4,000.00		0.00			

Order / Rev: 213618
Alt Order #: 06862050
Flight Dates: 10/11/12 - 10/18/12

Advertiser: POL/Women Speak Out PAC
Product Desc: 10/11-10/18 WOMEN SPEAK OUT PAC
Estimate: 268
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WAVY	10/11/12	10/12/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	---TF--	1:00	2	\$3,000.00	P1	0.00	NM	2	\$6,000.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$3,000.00		0.00						
E 7	WAVY	10/15/12	10/18/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	MTWT---	1:00	4	\$3,000.00	P1	0.00	NM	4	\$12,000.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$3,000.00		0.00						
E 8	WAVY	10/11/12	10/11/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	---T---	1:00	2	\$4,000.00	P1	0.00	NM	2	\$8,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	2		\$4,000.00		0.00						
E 9	WAVY	10/15/12	10/18/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	MTWT---	1:00	4	\$4,000.00	P1	0.00	NM	4	\$16,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$4,000.00		0.00						
E 10	WAVY	10/16/12	10/16/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p	-T-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
NCB NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$3,000.00		0.00						
E 11	WAVY	10/13/12	10/13/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SAT 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$500.00		0.00						
E 12	WAVY	10/11/12	10/12/12	LN M-F M-F News 10 @11	CM	11p-1130p	---TF--	1:00	2	\$4,000.00	P1	0.00	NM	2	\$8,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$4,000.00		0.00						
E 13	WAVY	10/15/12	10/18/12	LN M-F M-F News 10 @11	CM	11p-1130p	M-WT---	1:00	3	\$4,000.00	P1	0.00	NM	3	\$12,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-WT---	3		\$4,000.00		0.00						
E 14	WAVY	10/13/12	10/13/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
SAT LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$2,000.00		0.00						
E 15	WAVY	10/15/12	10/18/12	Today Show M-F Today Show M-F	CM	7a-9a	MTWT---	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$2,000.00		0.00						
E 16	WAVY	10/12/12	10/12/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	----F--	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$4,000.00		0.00						
E 17	WAVY	10/12/12	10/12/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p	----F--	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
NCB NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$3,000.00		0.00						
E 18	WAVY	10/12/12	10/12/12		CM	5a-6a	----F--	1:00	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00

Order / Rev: 213618
 Alt Order #: 06862050
 Flight Dates: 10/11/12 - 10/18/12

Advertiser: POL/Women Speak Out PAC
 Product Desc: 10/11-10/18 WOMEN SPEAK OUT PAC
 Estimate: 268
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News @ Sunrise											
				WAVY News @ Sunrise											
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,400.00		0.00						
E 19	WAVY	10/15/12	10/18/12	WAVY News @ SunriseCM		5a-6a	MTWT---	1:00	4	\$1,400.00	P1	0.00	NM	4	\$5,600.00
				WAVY News @ Sunrise											
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWT---	4		\$1,400.00		0.00						
E 20	WAVY	10/16/12	10/17/12	Today Show 2	CM	9a-10a	-TW----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Today Show 2											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TW----	2		\$500.00		0.00						
E 21	WAVY	10/11/12	10/12/12	Today Show 2	CM	9a-10a	---TF--	1:00	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
				Today Show 2											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$1,000.00		0.00						
E 22	WAVY	10/15/12	10/18/12	Today Show 2	CM	9a-10a	M--T---	1:00	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
				Today Show 2											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M--T---	2		\$1,000.00		0.00						
E 23	WAVY	10/13/12	10/13/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Today Show Saturday											
8A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$1,200.00		0.00						
E 24	WAVY	10/14/12	10/14/12	Today Show Su	CM	8a-9a	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Today Show Sunday											
8A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,200.00		0.00						
E 25	WAVY	10/12/12	10/12/12	M-F 7-730p	CM	7-730p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				M-F 7-730p											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,500.00		0.00						
E 26	WAVY	10/16/12	10/16/12	M-F 7-730p	CM	7-730p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				M-F 7-730p											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,500.00		0.00						
E 27	WAVY	10/11/12	10/11/12	M-F 7-730p	CM	7-730p	---T---	1:00	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				M-F 7-730p											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$3,000.00		0.00						
E 28	WAVY	10/15/12	10/18/12	M-F 7-730p	CM	7-730p	M-WT---	1:00	3	\$3,000.00	P1	0.00	NM	3	\$9,000.00
				M-F 7-730p											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-WT---	3		\$3,000.00		0.00						
E 29	WAVY	10/14/12	10/14/12	WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sun 6p											
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$500.00		0.00						
E 30	WAVY	10/14/12	10/14/12		CM	1130-12a	-----S	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00

Order / Rev: 213618
Alt Order #: 06862050
Flight Dates: 10/11/12 - 10/18/12

Advertiser: POL/Women Speak Out PAC
Product Desc: 10/11-10/18 WOMEN SPEAK OUT PAC
Estimate: 268

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun News 11p (Football)											
				Sun News 11p -- Late											
SUN LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/08/12	10/14/12	-----S	1		\$4,000.00		0.00						
													Totals	61	\$156,400.00